

Village of Westchester Comprehensive Plan

Appendix A

Public Engagement

In 2011, the Village of Westchester was awarded a technical assistance grant to update their Comprehensive Plan from CMAP's LTA program. A significant feature of CMAP's LTA program is the commitment to broad-based public involvement. The local planning projects that result from the program's competitive application process are strengthened by the engagement of residents, business owners, and other local stakeholders. In particular, the LTA program focuses on both reaching and involving individuals that are traditionally underrepresented in planning processes, including low-income persons, minorities, non-English speaking persons, and persons with disabilities. This appendix provides a summary of the steps taken to engage the Westchester community in the Comprehensive Planning process.

Developing a Public Engagement Strategy

The LTA program strives to formulate a public engagement approach that is tailored to each LTA community. This way, both CMAP and municipal staff can set outreach goals for the project, and keep track of the effectiveness of various strategies to determine what is replicable for future public engagement. This approach is captured in a document called a "project outreach strategy" (PROUST), which describes outreach goals and activities as they align with the steps of the project scope. The PROUST is a malleable document that can and should be updated throughout the project, according to which methods are effective and which target groups require further outreach efforts.

For the Village of Westchester, this PROUST document was supported by background research and initial conversations with the Village staff and other key stakeholders. The initial steps taken to develop the public engagement strategy for Westchester were:

- Learn more about the demographics of the community.
- Find out what types of public participation had occurred in the Village prior to this project (Figure 13).
- Begin building a comprehensive list of the key stakeholders to involve in the planning process (Figure 14).

From this background research, the initial PROUST was devised, establishing an overarching goal that the project's public outreach would draw from a wide variety of people with different understandings of and preferences about the future of the community. Based on demographics, the team felt it was important to make a concerted effort to reach Latinos and local business owners. Outreach included but was not limited to: local businesses; schools; Churches; and

Village committees and boards.

The Westchester's Comprehensive Plan was guided by a steering committee, composed of representatives from the Village Board of Trustees, Over 50 Club, Westchester Community Church, Westchester Primary School, Westchester Park District, and local business owners. The Steering Committee advised and confirmed the outreach strategy and worked as a sounding board to assist village and CMAP staff throughout the process.

How Public Input Helped to Shape this Plan

Developing and executing a PROUST helps to ensure that the Plan itself serves as a guide that truly reflects the community's desires. Staff took into account resident feedback and developed strategies to address these concerns.

Throughout the planning process, residents and stakeholders touched on the interconnected relationship between the Village's needs for diverse housing, reinvestment of underutilized and vacant parcels, accessibility, and health. Residents expressed a general need for diverse housing options to enable senior citizens to move within the community, while also attracting new residents to Westchester. Therefore, the recommendations in Chapter 4 of the Plan: Improving Housing Diversity and Quality focus on a comprehensive set of housing policies and programs that will make Westchester a livable community that offers a variety of housing options that meet the needs of the community's diverse population, ranging from young professionals to senior citizens.

Another common theme residents repeatedly discussed was the limited commercial uses within its municipal boundaries and the need for economic growth. In particular, participants raised concern about underutilized and vacant parcels along commercial areas, and the high turn-over rate among businesses. The Plan responds to these concerns with a number of overall and site-specific strategies to help Westchester become economically competitive and vibrant, with revitalized and attractive commercial corridors consisting of businesses that meet residents' needs and desires, and attract visitors from around the region.

As with housing, transportation is a crucial element to address when establishing an "aging in place" concept. Recommendations in Chapter 6 of the Plan outline changes to Westchester's transportation system to promote walkability and provide safe and affordable transportation choices that conveniently move residents within the Village as well as connect them to regional destinations.

Lessons Learned

Although Westchester's population has remained steady, the composition has changed over the past decade. Today Westchester is a diverse and mature community with an increasing Latino population. It was important for the planning process to bring both new residents, young

residents, and Latino residents into the planning conversation. To do this, CMAP worked with Village staff to disseminate information about public meetings. The Village already had residents tuned into community resources like the Village website, Village newsletter, and online calendar of events; and consequently the project team utilized these resources throughout the planning process.

CMAP also found that working directly with organizations like the Westchester Community Church, Westchester Public Library, Westchester Park District, Westchester Middle School, St. Joseph High School, and the Divine Providence over 50 Club was a highly effective way to reach a broad range of residents, including Latinos and older residents alike. The project team also found working with the Westchester Economic Development Committee to be a successful way to reach Village residents. The committee promoted a community survey by making it accessible with drop boxes at high trafficked businesses in the Village. An effort that helped reached an even greater audience with small staff effort collecting a total of 159 complete surveys. Moving forward, Westchester should continue to target these organizations and local businesses as the Village begins to implement its comprehensive plan.

Outreach

Outreach staff utilized flyers, posters, traditional print media, news media and web communications (Facebook, Twitter, website) to attempt to reach community residents and stakeholders. Staff also reached out to community based organizations in an attempt to develop relationships to ensure participation in this process. Prior to the public kick-off meetings, visioning workshop, and the open house, outreach staff focused on four primary means of communication:

- **Posters and Postcards.** Print and digital posters and postcards were developed both in English and Spanish for each public meeting. Staff went out to the community and dropped off these promotional materials at various community businesses, government offices, and recreational locations; over 22 community businesses were visited to inform them about the planning workshops.
- **Face-to-Face Outreach.** Perhaps the best way to engage local stakeholders is to talk to people one-on-one. Engaging with community leaders and organizations that might be able to help spread the word about opportunities for public input was critical for the plan's development. Through the project steering committee, staff learned of key community leaders and groups who we engaged with throughout the course of this project.
- **Village Newsletter.** The Village Newsletter is distributed to over 7,200 households, at the library, and to local businesses. To broaden outreach efforts, the project team utilized the Village Newsletter to help promote and remind people of upcoming events.
- **Web Communication.** In an effort to keep participants informed of project updates, email addresses were captured at each public meeting. These email addresses were added to the Plan's master database of contacts at the end of each meeting so that participants would continue to receive project updates. CMAP staff targeted social

media, posting information for the public meetings and flyers on a number of Facebook pages. CMAP also developed and maintained a project webpage (www.cmap.illinois.gov/Westchester) where residents could find the latest information on the Westchester Comprehensive Plan project.

The following is a comprehensive list of local groups, community leaders and organizations that were kept engaged throughout the course of the project through one, if not all, of the four primary means of communication:

16 th District Commissioner, Cook County	Giordano's of Westchester	State Farm Insurance
17 th District Commissioner, Cook County	Grace Lutheran Church	TFC Bank
21 st District, Illinois State Senator	Harris Bank	Thomas J. Spahn & Associates
3rd Congressional District, U.S. Representative	Harvest Workshop Center	Village of Westchester
41 st District, Illinois State Representative	Immanuel Lutheran Church	West Central Municipal Conference
4 th District, Illinois State Senator	Inland Bank and Trust	West Cook County Solid Waste Agency
7th Congressional District, U.S. Representative	Jimmy John's	West Suburban Senior Services
7 th District, Illinois State Representative	Joe's Place	Westbrook Enterprises
Access to Care	Le Petite Café	Westchester Chamber of Commerce
AFLAC Insurance	Openlands	Westchester Christian School
Aging Care Connections	Overall Home Inspector	Westchester Community Church
Amazing Grace Community Church	Paul's Pizza & Hotdogs	Westchester Community Image Council
BMO Harris Bank of Westchester	PNC Bank	Westchester Economic Development Committee
Charter Fitness	Prima La Pizza	Westchester Intermediate School
Cook County Forest Preserve District	Priscilla's Restaurant	Westchester Lions Club
Divine Infant Church	ProSource Financial LLC	Westchester Middle School
Divine Providence Catholic School	Proviso West High School	Westchester Park District
Divine Providence Over 50 Club	Re/Max Realty	Westchester Police Department
Dominick's	Real Living Gobber Realty	Westchester Primary School
Dunne Cleaning Specialists Inc.	Salt Creek Greenway Association	Westchester Public Library
Ernst Tree Care	Save the Prairie Society	Westchester Public School District 92 ½
Faith Lutheran Church of Westchester	Seed of Hope Foundation	Wolf Road Prairie Nature Preserve
Flex Workout	St. Joseph High School	Worldwide Media
Franzosenbusch Prairie House		

Public Engagement and Results

A number of meetings were held to gather input for this project. All of the meetings focused on hearing from stakeholders about their vision for Westchester. Each meeting provided a face-to-face opportunity for CMAP to learn from residents about the needs and ideas for the community. Since the start of the planning process, over 616 residents and stakeholders

participated in the public process. The following is a list of the meetings and activities conducted for this project:

- Steering committee meetings
- Key stakeholder interviews
- Village Board meetings
- MetroQuest online survey
- Economic Development Committee survey
- Public kick-off meeting
- Focus group with Divine Providence Over 50 Club
- Public visioning workshop
- Focus group with Westchester Middle School
- Focus group with St. Joseph High School
- Public open house

Table 1: Public Participation Numbers

Public Input Opportunity	Number Participants
First Steering Committee meeting	8
Key stakeholder interviews	20
MetroQuest online survey	104 (155 unique visits)
Economic Development Committee Survey	159
Public kick-off meeting	90
Focus group with Divine Providence Over 50 Club	90
Public visioning workshop	39
Focus group with Westchester Middle School	11
Focus group with St. Joseph High School	8
Public open house	36
Total	616

Key Findings

Throughout the public outreach process, community residents and stakeholders identified the strengths and issues about Westchester. Below are the common strengths and issues shared at the various outreach events.

Common Strengths

- *Community character:* When asked about the strengths of Westchester, every single stakeholder group discussed the Village as friendly and family-oriented. Many families have been residents of Westchester for decades and generations, and people agree that it is a tight-knit and supportive community.
- *Regional location:* Westchester's proximity to the City of Chicago, O'Hare International and Midway Airports, the interstate systems, and a beautiful network of parks and open

space are strengths for the Village. Residents recognize that this location provides them with convenient access to jobs and other amenities.

- *Village services:* A common strength expressed was the Village's services and community facilities such as the upkeep of streets, fire and police protection, the park district and public library system.
- *Schools:* When asked what attracted residents and their families to move to Westchester, majority of the stakeholder expressed the schools, both public and private. Stakeholders suggested building off that strength to improve public education at Proviso West High School to retain and continue to attract families to Westchester.

Common Issues

- *Transportation:* A common issue was making public transportation accessible to all residents, in particular senior citizens. Stakeholders suggested a public-private partnership with the churches and local businesses to offer a loop shuttle service that would travel along Westchester Boulevard, Roosevelt Road, and Mannheim Road. Another main concern was high speed traffic in residential areas and at the corner of Mannheim and Cermak roads. Stakeholders suggested installing more traffic controls to create more pedestrian friendly streets.
- *Business attraction and revitalization:* Stakeholders raised concern about the lack of a centralized downtown district, making Westchester a pass-through community. Participants suggested improving commercial areas by constructing new developments along key commercial corridors to accommodate residents' needs and to attract new businesses and visitors.
- *Stormwater management:* Many stakeholders expressed concerns about flooding in their neighborhoods, both in private residences and in public areas. This is a common problem across much of the Chicago region, and it highlights the need for improved stormwater infrastructure and other mitigation practices like native plantings.
- *Public High School:* Improving education at the public high school was a top priority across all meetings. While comprehensive plans do not directly address education issues, we encourage stakeholders to continue to pursue conversations with the Village and School District 92 ½ about creating a strategic plan to address this priority issue.
- *Preserve open space:* While the Village is home to Wolf Road Prairie Nature Preserve and borders a beautiful and vast Forest Preserve, this common issue emphasizes the need to preserve and add new public parks, open spaces, and plazas to create more community gathering areas.
- *Infrastructure improvements:* This issue includes the need for improvements to sidewalks, streets, and utility infrastructure in certain areas of the Village where the infrastructure

may be aging. Stakeholders also expressed concern about public safety and suggested the installation of more street lights.

- *Residential Properties:* In an effort to attract more families to Westchester, residents would like to preserve Westchester's housing stock by improving building facades, encouraging homeowners to perform necessary maintenance, and make sure homes comply with the Village code. Stakeholders also suggested the need for senior housing to meet the needs of the Village's more mature population.

Steering Committee Meeting

The Westchester steering committee members were selected to represent a wide variety of interests and perspectives, including institutional leaders, business owners, elected officials, and residents. The committee first met the evening of December 1, 2011. At the meeting, CMAP staff provided details about the comprehensive planning project and gathered input from members about the Village's issues and opportunities. Top strengths and challenges identified by steering committee members can be found in Table 2. The steering committee continued to meet regularly to provide input at every stage of the planning process.

At the first steering committee meeting, members discussed a variety of issues including: revitalizing commercial corridor, particularly the redevelopment of aging facades; the lack of long term planning; and streets and streetscaping improvements. Steering Committee members would like to see a wide variety of shopping experiences, including family-friendly restaurants to make Westchester a destination place. In addition, committee members suggested working collectively from within to improve education at Proviso West High School (located in Hillside) to retain and attract families to Westchester.

Table 2: Steering Committee responses (Dec. 1, 2011)

Top Five Strengths	Top Five Challenges
Family friendly community	Lack of strong economic growth in town
Good location	Wider variety of shopping experiences, and restaurants
Public amenities and services	Public local high school
Good schools	Lack of long term planning
Affordable quality housing	Need for street and streetscaping improvements

Key Person Interviews

In order to gain further insight into the issues and opportunities that exist in Westchester, CMAP staff conducted interviews with 20 key stakeholders throughout the community. These individuals represented a wide variety of interests and perspectives, and ranged from institutional leaders to business owners to community leaders. While the discussions are

confidential, the information provided informed common themes focused on the redevelopment and investment of commercial corridors, including the idea to create a Village center that would contain mixed-used development to attract resident and visitors to spend time in Westchester. Other common themes supported the idea to establish a sense of place in the Village so that passers-by can immediately identify that they are in Westchester, and creating a more pedestrian-friendly environment throughout the Village, as well as improving infrastructure by installing additional streetlights and repaving streets. Overall, these stakeholders held many of the same concerns, and in general expressed the desire to preserve the strengths of Westchester while adjusting to the changing economic and social conditions that exist today.

Public Kick-Off Meeting

To initiate the public's involvement in the comprehensive planning process, a kick-off meeting was held on February 2, 2012, at the Westchester Community Church from 6:30 p.m. to 8:30 p.m. This meeting was intended to introduce the project to the community and to gather input about the issues and priorities to be addressed in the Comprehensive Plan. During the meeting three activities were conducted to gather input:

- **Identification of issues** – Participants discussed and listed the most important issues they would like to be addressed in the Comprehensive Plan, which were then categorized for a later keypad polling exercise. Participants also wrote down their top two priority issues they would like addressed in the plan.
- **Mapping exercise** – Participants had a chance to locate the community's strengths and challenges on maps of Westchester by placing dots to mark the location of places they would like to see improved in the Village or surrounding area.
- **Keypad polling** – Participants responded to survey questions through keypad polling to identify: 1) who was in the room (age, gender, etc.), and 2) the issues they feel are most important to address on a variety of topics, as summarized below. Participants also voted on the challenges that they considered were the highest priority for the Comprehensive Planning process through keypad polling.

Over 90 participants attended the public kick-off meeting to provide input to the list of issues and concerns they would like to see addressed in the Comprehensive Plan. After developing a list of strengths, challenges and opportunities, participants were asked to prioritize the list by using keypad polling. The charts that follow show the demographic data and polling results of the Visioning workshop. The majority of attendees were female (51 percent), Caucasian (77 percent), and between the ages of 41 and 60 (64 percent). Not every attendee answered every question.

Q1. What is your gender? (multiple choice)	Responses	
Female	39	51%
Male	38	49%
Totals	77	100%

Q2. What is your race/ethnicity? (multiple choice)	Responses	
African American/Black	10	12%
American Indian	0	0%
Asian American	0	0%
Hispanic/Latino	3	4%
Native Hawaiian/Pacific Islander	2	2%
Caucasian/White	65	77%
Other/Prefer not to answer	4	5%
Totals	84	100%

Q3. What is your age? (multiple choice)	Responses	
Under 25	1	1%
26 - 40	8	10%
41 – 60	50	64%
61 – 75	19	24%
76 years or better	1	1%
Totals	79	100%

Q4. How did you found out about this meeting? (multiple choice)	Responses	
Postcard mailed to my home	9	14%
Poster/postcard around town	6	10%
Village calendar/website	5	8%
Village newsletter	27	44%
A neighbor/friend/family member	6	10%
Other	9	14%
Totals	62	100%

Q5. How committed are you to staying involved? (multiple choice)	Responses	
Very! I'll bring friends/neighbors next time	35	58%
Keep me up to date via phone/mail	19	32%
Not sure at this time	4	7%
Not committed at all	2	3%
Totals	60	100%

Community's Top Issues for the Westchester Comprehensive Plan

The top most important issue participants would like the Comprehensive Plan to address is the lack of a development plan to help revitalize the Village's commercial areas, voted at 34 percent, followed by high school concerns at 28 percent.

Top Issues and Concerns:	Responses	
Beautification	6	9%
Street repair	2	3%
Alleviating flooding problems	12	18%
Public high school	19	28%
Limited access to transportation	0	0.0%
Correcting development errors of the past	4	6%
Better land use	1	1%
Lack of a development plan/commercial areas	23	34%
Open government	1	1%
Totals	68	100%

Community's top things to preserve

Overall participants would like to preserve the Village's natural areas, parks and open spaces. Parks topped the list at 45 percent, followed by preservation of Wolf Road Prairie at 17 percent, and open green spaces at 10 percent.

Top things participants would like to see preserved:	Responses	
Access to Forest Preserve	4	6%
Street	5	8%
Zoning regulations	4	6%
Wolf Road Prairie	11	17%
Parks	29	45%
Public grammar schools	5	8%
Open green spaces	6	10%
Totals	64	100%

Community's top things to enhance

In the list of top things participants would like the Plan to enhance, diverse restaurants and shopping options topped the list at 76 percent, followed by a scattered distribution among correcting past development errors at 8 percent, cohesion streetscape at 6 percent, and beautification at 5 percent.

Top things participants would like to see enhanced:	Responses	
Cohesion streetscaping	4	6%
Beautification	3	5%
Parks	2	3%

Physical attributes	1	1%
Correct past development errors	5	8%
Create more green space	1	1%
Restaurants and shopping	50	76%
Totals	60	100%

Focus Group: Divine Providence Over 50 Club

The Divine Providence Parish has a seniors' club that is dedicated to planning gatherings and activities for senior citizens in the community. CMAP staff members attended one of the group's monthly meetings on February 1, 2012, to speak to over 90 club members and learn about their concerns in the Village. The seniors were particularly concerned with the need for more sit-down restaurants and shopping options, as well as the need for streetscaping improvements, street lights and traffic control in residential areas to create a more pedestrian friendly environment. The seniors viewed the community's amenities as strength. Overall, this group was pleased with the quality of Village services, and appreciated the variety of places for worship.

Public Visioning Workshop

A public visioning workshop was held at the Westchester Community Church on May 30, 2012. The purpose of the workshop was to inform the public of the work done to date on the Existing Conditions Report (ECR) and gather input on six key topic ideas, focused on Residential; Commercial; Transportation; Parks and Open Space; Community Services, Health and Infrastructure; and Identity. To accomplish this, staff used small group break out discussions and keypad polling to gather input.

The workshops began with a presentation of the key findings of the ECR, providing a "starting point" for visioning and the basics of the Plan's policies and strategies. It also acts as a checklist after creation of the Plan to verify if key issues are addressed. Next, participants were asked to break out into small groups for a visioning activity. Each group was given a discussion workbook that had a series of questions to help them develop ideas about the six key topics. Residents worked together to discuss concepts under each scenario. After this exercise, each small group reported back on the top two ideas that their group discussed.

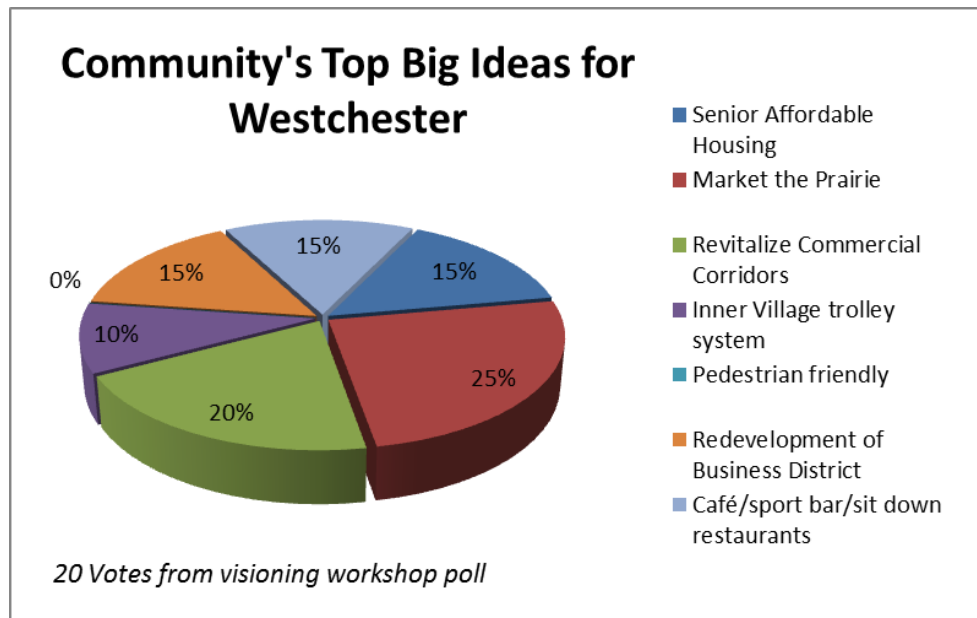
The *overall top priorities* expressed during the meetings were:

1. Senior Affordable Housing
2. Market the Prairie
 - a. *This priority garnered the most interest and votes from the public, with 25% of participants choosing this as the most important project to pursue for the Village's future.*
3. Revitalize Commercial Corridors
4. Inner village trolley system
5. Pedestrian friendly
6. Redevelopment of business district

7. Café/Sport Bar/Sit down restaurants

A total of 37 participants attended the public workshops to provide input. After discussing ideas within each key topic, participants were asked to prioritize these ideas using keypad polling technology. Of all of the options, participants felt that marketing the Wolf Road Prairie was a top priority. Second, was revitalizing commercial corridors. Figure 4 shows the priorities of the public workshop.

Figure 1: Community's Top Ten Big Ideas for the Westchester Comprehensive Plan, 2012.



Keypad Polling Results: Visioning Workshop

The chart that follows shows the demographic data of the visioning workshop participants. The majority of attendees were female (54 percent), Caucasian (85 percent), and between the ages of 41 and 60 (56 percent). Not every attendee answered every question.

Q1. What is your gender? (multiple choice)	Responses	
Female	13	54%
Male	11	46%
Totals	24	100%

Q2. What is your race/ethnicity? (multiple choice)	Responses	
African American/Black	0	0%
American Indian	0	0%
Asian American	1	4%
Hispanic/Latino	2	8%
Native Hawaiian/Pacific Islander	0	0%
Caucasian/White	22	84%
Other/Prefer not to answer	1	4%

Totals	26	100%
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Q3. What is your age? (multiple choice)	Responses	
Under 25	0	0%
26 - 40	5	20%
41 – 60	14	56%
61 – 75	4	16%
76 years or better	2	8%
Totals	25	100%

Q4. How did you found out about this meeting? (multiple choice)	Responses	
Postcard mailed to my home	0	0%
Poster/postcard around town	1	4%
Village calendar/website	2	9%
Village newsletter	8	35%
A neighbor/friend/family member	3	13%
Other	9	39%
Totals	62	100%

Local Youth Engagement

To gain insight into the youth perspective of the Village, CMAP staff visited two local schools in Westchester. On April 12, 2012, a visioning activity was held with students at Westchester Middle School. On September 14, 2012, a similar activity was held with students at St. Joseph High School. CMAP purposely chose these two schools to speak with students representing different age groups.

First, CMAP staff described the comprehensive planning process to the students, with a particular emphasis on the importance of community members taking ownership of this long-range plan. Next, the groups participated in a visioning exercise, where they imagined what they would like Westchester to look like in 2025. Students envisioned a modern Westchester with safer and bigger parks, restaurants with healthy food options, and jobs to contribute to economic growth. Students were then asked to do a mapping activity using MetroQuest, an online community engagement tool. They then identified ideal locations for shops and recreation. The students also pointed out areas that could be improved for pedestrian access and where public transportation options could be expanded. Students reported their favorite aspects of Westchester are the parks, sports clubs, schools, tight-knit community character, and location to neighboring communities and shopping areas.

MetroQuest Web Tool

In addition to the public workshops, the project team used a web-based engagement tool called MetroQuest to reach residents who were unable to attend the public workshops. The purpose of

using this tool was twofold. First, employing an online tool gave this project potential to engage more stakeholders than traditional face-to-face meetings, as MetroQuest was available to the broader public for a period of ten months. Second, it was critical to understand what was most and least important to local stakeholders.

Outreach and Results

The first phase of the MetroQuest site was live from January 28th, 2012 through April 30th, 2012. During this time, over 73 residents and interested parties visited the site, 25 of which provided direct feedback including their top priorities for the plan. Armed with this information, CMAP set out to include many of the common issues, themes, and ideas expressed through this tool and at the prior workshops into the existing conditions report.

After collecting initial priorities and suggestions from residents, CMAP developed a series of three alternative scenarios for Westchester. A “scenario” is a combination of strategies that could potentially create the type of Village residents said they wanted. No scenario was perfect; our hope was that by utilizing this tool staff could better understand which strategies were most and least liked. The scenarios are described briefly below:

Scenario A: Preserve. The “preserve” scenario focuses on preserving all parks and open spaces, encouraging the Village to continue to address flooding issues and making streetscaping improvements.

Scenario B: Invest. This scenario will enhance Wolf Road Prairie; connect open space with a trail system; coordinate with the Forest Preserve District to improve trail connections outside of Westchester; and expand Pace bus service.

Scenario C: Reinvest. This scenario would revitalize commercial areas focusing on the creation of a Village center at 22nd Street and Mannheim Road. To foster community interaction, this plan would include an outdoor plaza and a hub for Pace buses.

Staff then input these scenarios into MetroQuest for phase two of the online tool. The second phase of the MetroQuest site was live from June 15th, 2012 through November 25th, 2012. During this time, the site received 94 page-views and 31 visitors left detailed feedback.

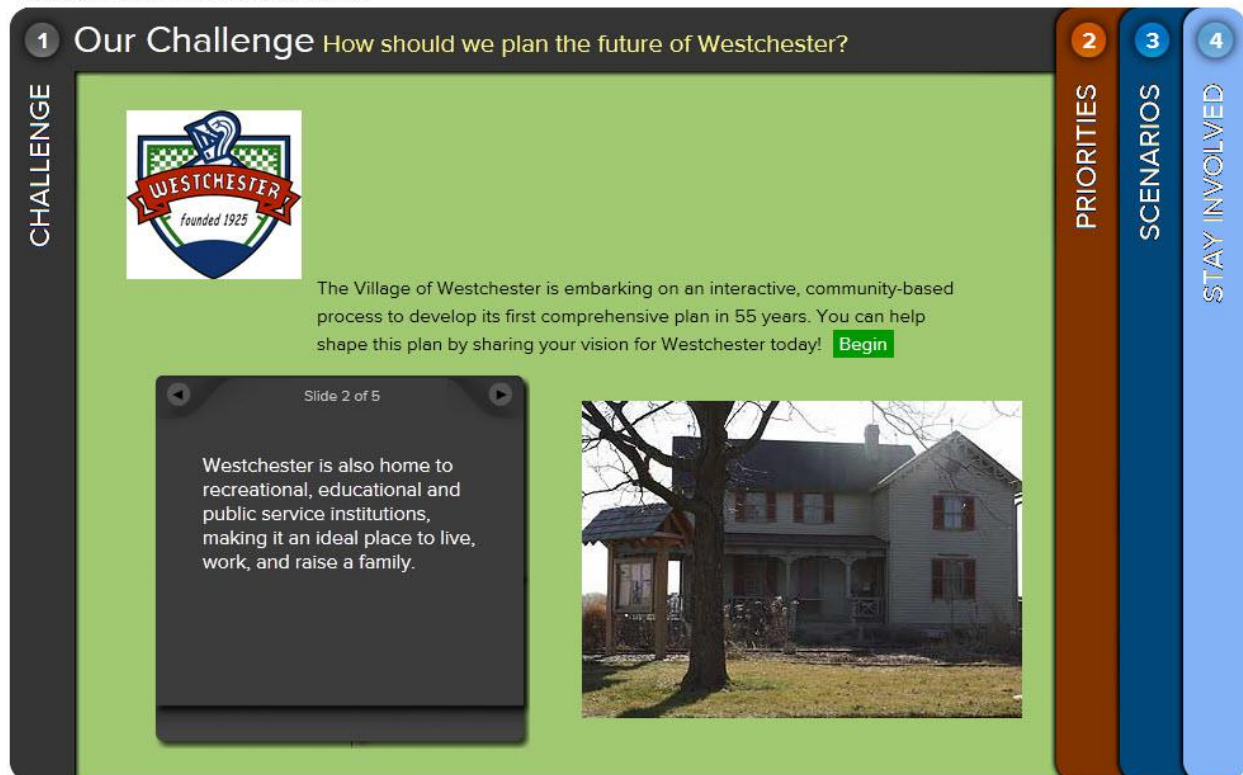
Staff did a number of things to direct residents to the Westchester MetroQuest site: emails, business-like cards, focus group activities with Westchester Middle school and St. Joseph High School to encourage students to give feedback right then and there. Village staff also helped promote the site through the Village’s website and newsletter. Users of the site were able to rank the priorities, suggest additional priorities, add general comments about each priority, scenario, and suggest new strategies for consideration. The following images and descriptions illustrate the user experience in greater detail.

MetroQuest Site Experience

Upon visiting MetroQuest the user was taken through a series of background information about the Village. This first screen, Our Challenge, sets the stage (see Figure 2). Stating that Westchester has embarked on a community-based process to develop a Comprehensive Plan, the introductory screen is meant to compel the user to think about the vision for Westchester.

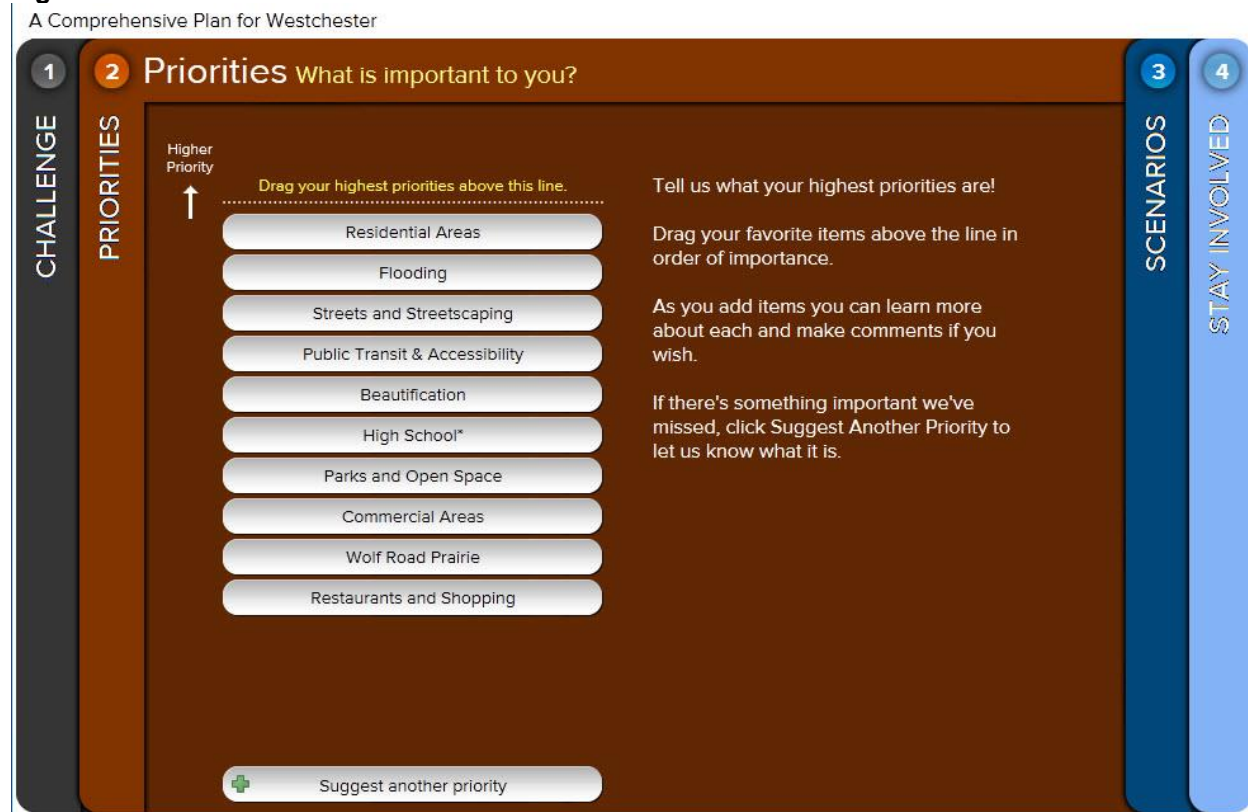
Figure 2: “Our Challenge” Screen

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The second screen, Set Priorities, included a list of possible priorities for the future of Westchester (see Figure 3). These priorities came directly from input received at public workshops. The user was asked to drag his or her top priorities above the line in order of importance.

Figure 3: “Priorities” Screen



Each priority was described using a draft principle that was developed based on findings from the first round of public feedback. The priorities were as follows:

Beautification: Preserve the Village’s character while increasing its image and identity making it a destination location.

Wolf Road Prairie: Maintain and preserve the Wolf Road Prairie by protecting and enhancing its natural features to attract visitors.

Public Transit & Accessibility: Improve access to public transportation and make Westchester a walkable community.

Streets and Streetscaping: Improve the physical infrastructure of the Village, trim trees, repair streets, and install more street lights to make Westchester a safe and vibrant community.

Commercial Areas: Improve commercial areas by creating new developments along key commercial corridors to accommodate residents’ needs and to attract new businesses and visitors.

High School*: Improving the high school was a top priority at the kick-off meeting. While comprehensive plans don't directly address education issues, we encourage you to continue to pursue conversations with the Village about creating a strategic plan to address this priority.

Residential Areas: Support and strengthen existing residential neighborhoods while new development occurs.

Flooding: Alleviate flooding problems by updating the existing sewer system and mitigating flooding issues.

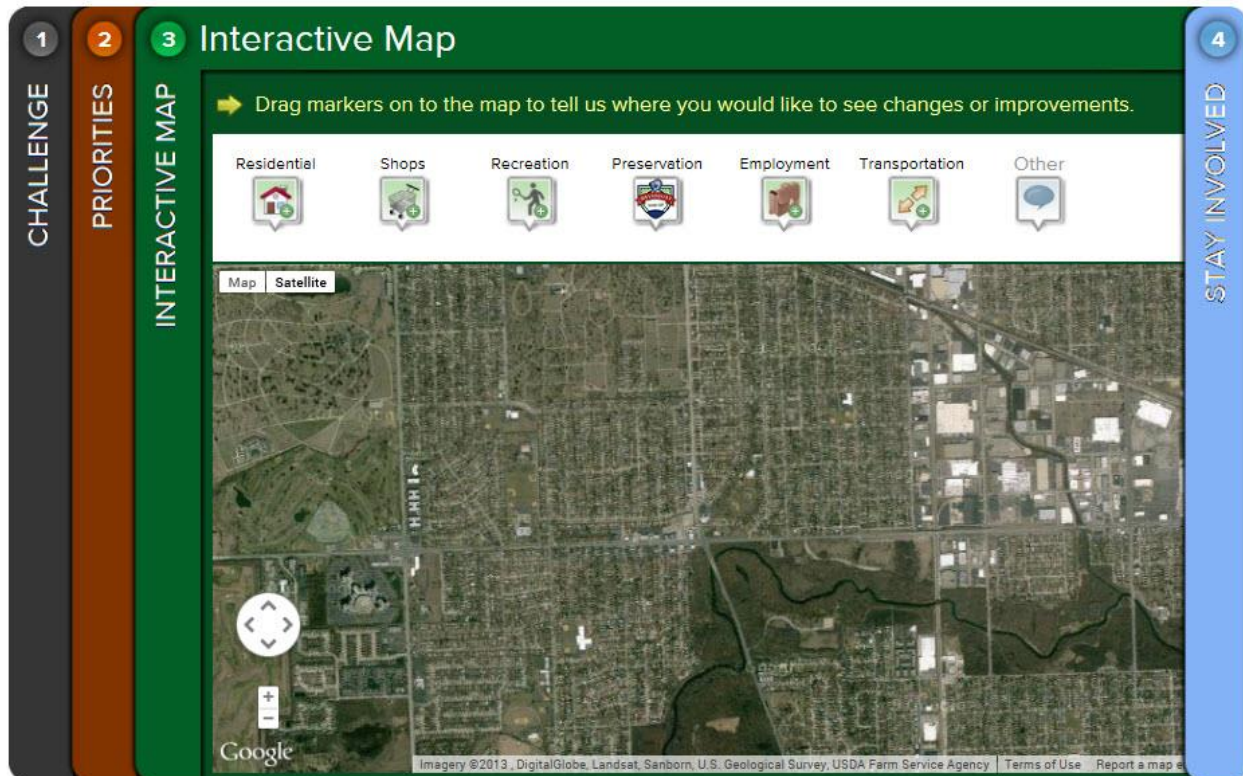
Parks and Open Space: Preserve and add new public parks, open spaces, and plazas to create more community gathering areas.

Restaurants and Shopping: Add local sit down restaurants with healthy food options and diverse shopping opportunities for local residents and potential visitors.

Once completed, during phase one, the user could then move on to screen three, Interactive Map (see Figure 4). This screen allowed users to place markers on a map of the community. Each marker had a variety of options from which to choose.

Figure 4: "Interactive Map" Screen

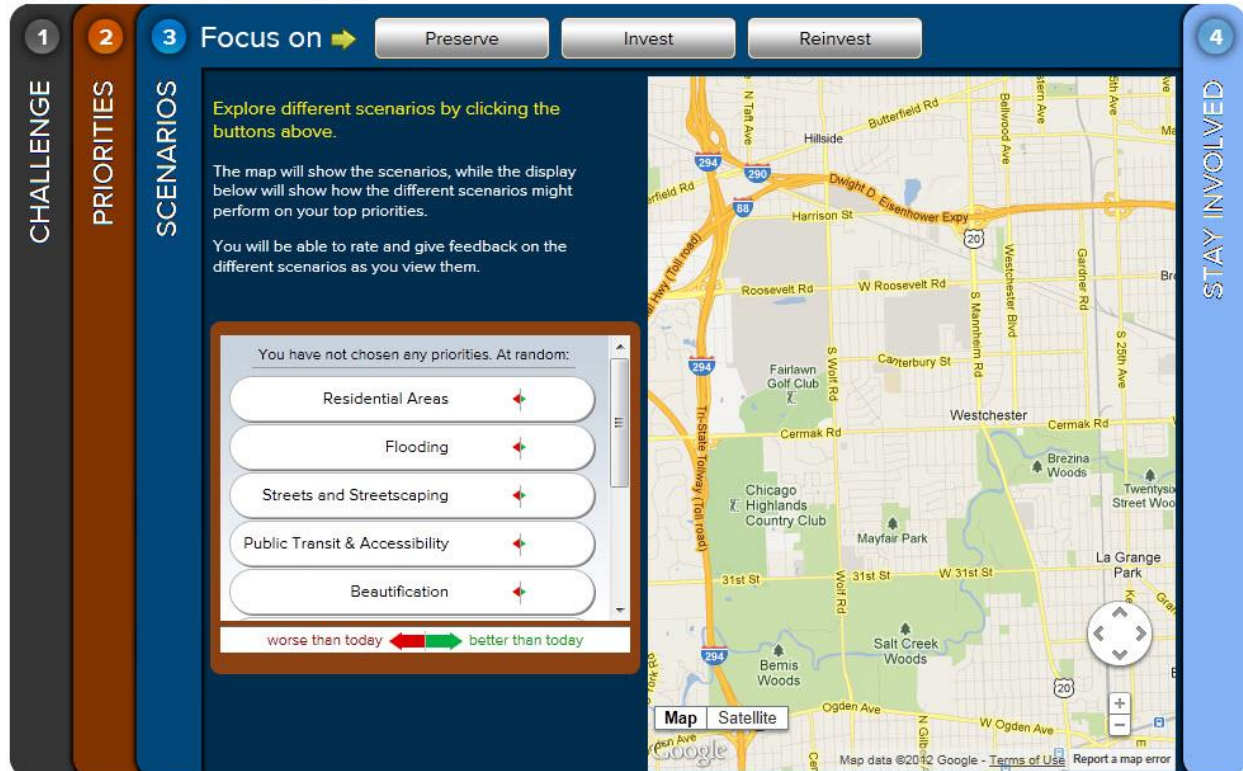
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During phase two, screen three was no longer an interactive map. Screen three became Scenarios (See Figure 5). This screen allowed users to review the aforementioned alternative scenarios for the future of Westchester. Online visitors could prioritize different goals for the area and then rate which of the four preliminary concepts best represent their vision for Westchester. Visitors to the site also had a chance to comment on specific components that they liked or did not like in each of the three preliminary scenarios.

Figure 5: “Scenarios” Screen

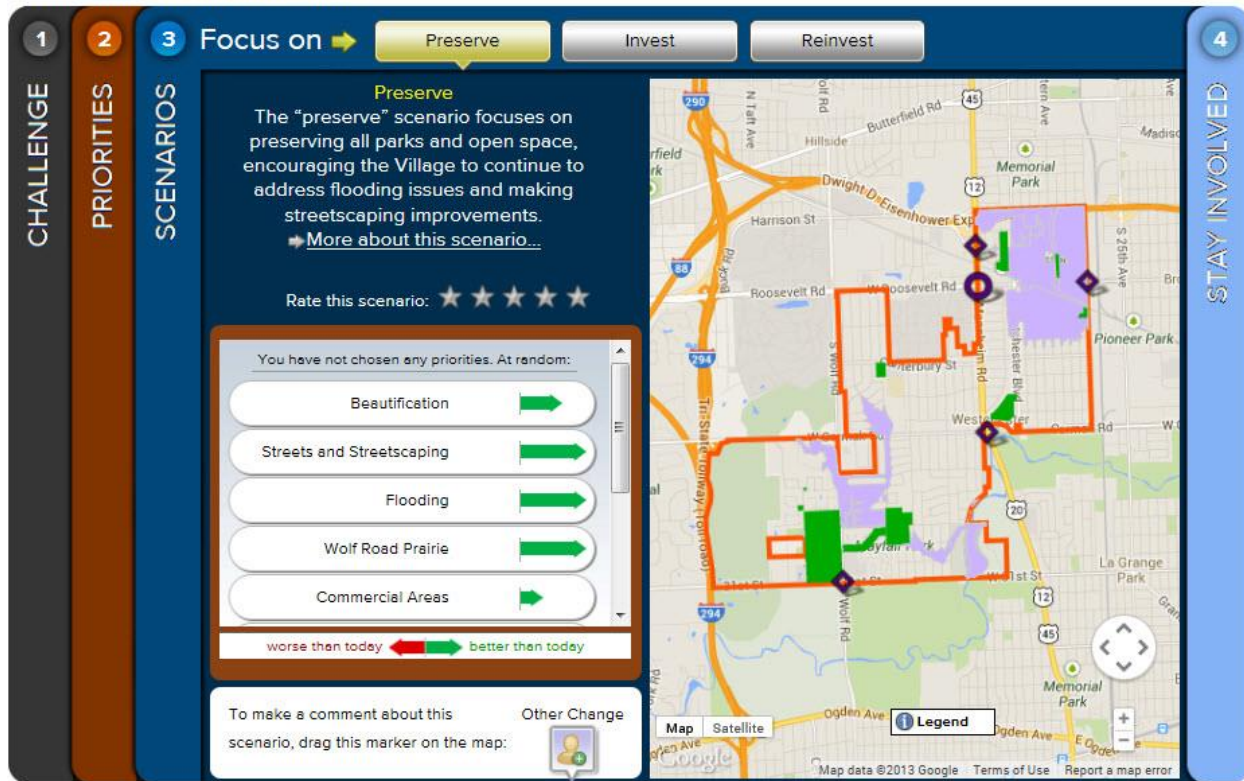
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In addition to simply describing the scenario in greater detail, each scenario had a different impact on each of the 10 priorities. The priorities, seen in the brown bordered box pictured in Figure 4, allowed users to see how each scenario performed on the priorities that were most important to them (see Figure 6).

Figure 6: Preserve Focus Scenario Screen

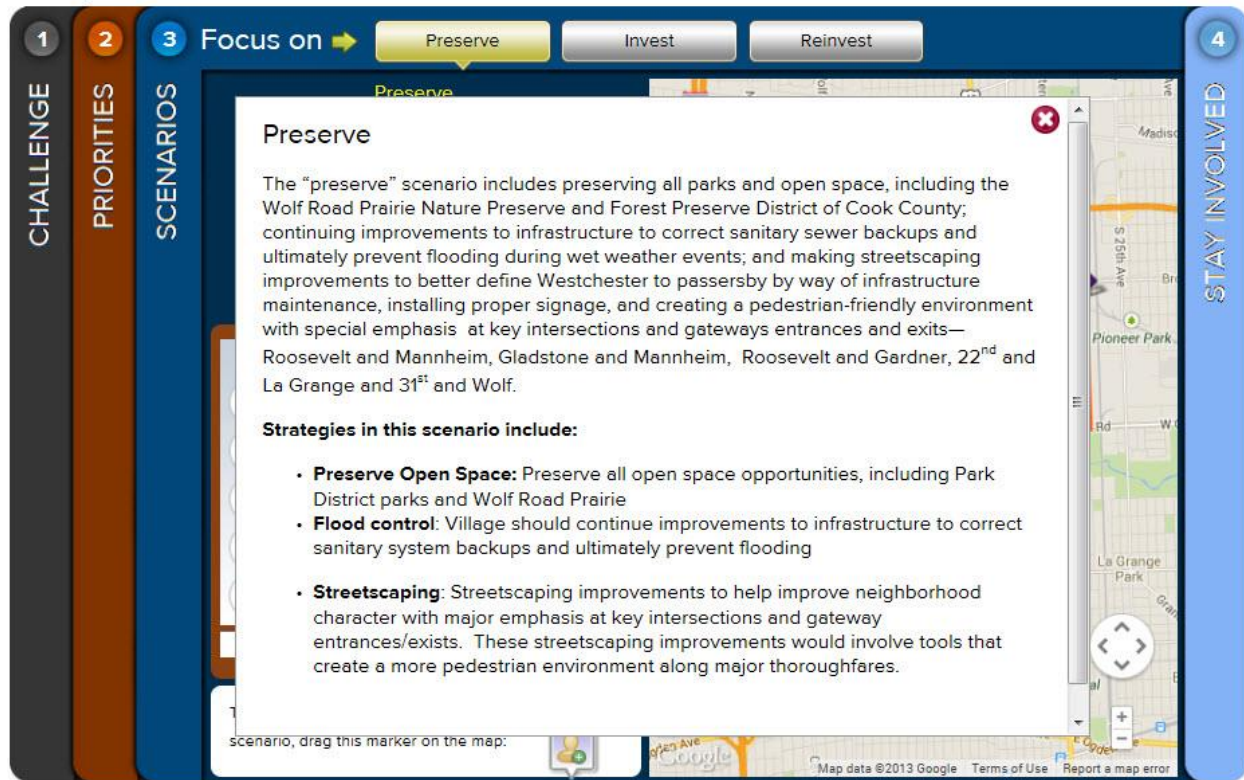
A Comprehensive Plan for Westchester



In addition to being able to see how alternative scenarios impacted various priorities, users could also read more about each scenario to better understand what features were included (see Figure 7).

Figure 7: Additional Scenario Details Screen

A Comprehensive Plan for Westchester



Once users had given their feedback, the final screen, Stay Involved, gave users additional project information and links to CMAP's project information page (see Figure 8). The Stay Involved page also asked users for their name, email address, gender, and age. Demographic information was not mandatory. However, participants who left contact information were contacted about the final public open house and added to distribution lists for future project updates.

Figure 8: Stay Involved Screen

A Comprehensive Plan for Westchester

1
CHALLENGE


2
PRIORITIES


3
SCENARIOS

4
STAY INVOLVED

Stay Involved

Thank you for your participation.
The information you provided will assist Westchester in determining the community's needs and priorities, and will help to inform the vision for our new comprehensive plan.

 Please visit <http://www.cmap.illinois.gov/westchester> to learn more about this project and upcoming events.

 Provide email address to stay involved and receive project related emails:


Tell us about yourself (optional)
Please enter as much information as you are comfortable providing. This information helps us understand your input better.

Your community role...


Gender Age

Zip Code

Comment...



CMAP



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MetroQuest

MetroQuest Results

Tables 4 and 5 show the results of the online activities. Visitors ranked Restaurants and Shopping, High School, and Parks and Open Space as the top three priorities for Westchester. Scenario C: Reinvest received the best score of the three scenarios. The comments generally showed that online participants shared similar concerns to public meeting participants. A total of 63 comments were received on the site.

Table 3: Rank of Priorities for Westchester

Overall Rank	Priorities
1	High School*
2	Restaurants and Shopping
3	Commercial Areas
4	Residential Areas
5	Wolf Road Prairie
6	Streets and Streetscaping
7	Parks and Open Space
8	Beautification
9	Public Transit and Accessibility
10	Flooding

Table 4: Scores of the three preliminary concepts

Scenarios	Score*
Preliminary Concept C: Reinvest	4.50
Preliminary Concept B: Invest	3.63
Preliminary Concept A: Preserve	3.54

*Using a 1 to 5 scale with 5 being the best score.

General comments users left during MetroQuest Phase 1

Restaurants and Shopping

1. *Don't know about you, but half of Westchester usually goes to La Grange's downtown for fun-- meals, show, etc. I realize we do have a problem "finding" a downtown here as our retail is spread out in little pockets. Maybe we could develop that strip where Thomas Michael Salon is (I go there, so I don't mean demolish it). Bring all the storefronts forward (instead of some recessed) and get a classy style to the facades. Do both sides of that area on 22nd (Cermak) for some uniformity. Include the Giordano's property; I read the chain has filed for bankruptcy, so get prepared. What could go there next? Maybe the place and those other small stores in that strip could be opened to Mannheim instead and those stores could open onto that area w/the nice view to that park-like area created recently (kudos, by the way!!) across the street. It's a very awkward and unattractive store arrangement now; most little establishments there can't be noticed by drivers on either Cermak or Mannheim. Again bring everything forward w/new entrances and more landscaping right on Mannheim--a brick walkway, etc. Some of those little places look tacky--even when a resident does find them.*

2. *We should have a central location where residents can do some shopping, eating, drinking and relaxing and hopefully run into their neighbors. Right now, this only seems to happen if we're at the Park District.*
3. *It is sad to see so many shop sites vacant.*
4. *Better shopping locations, maybe a fine dining place.*
5. *I would love to see some more restaurants on route 120.*
6. *Nicer restaurants.*
7. *Strip plazas off of Cermak and Mannheim are very outdated and unappealing, they need new life desperately.*
8. *More restaurants.*
9. *Add shops and restaurants.*
10. *Jimmy Johns.*

High School

1. *I thank God daily that the IHM property was saved and combined into St. Joe's. All my children went to Catholic schools, so I support them. However, our public school is a disaster. People who don't want to send their kids to Catholic schools (and can well afford to do so) naturally don't want to send their kids to the mess that is Proviso West. It's a shame as West used to be a good school. So those wealthier people wanting a public educ. for their children just move on when kids reach a certain age. That's hurting us and our home values big time. Also those wealthier people could've made great civic contributions to our town (volunteer work, monetary gifts, civic positions in town, etc.), so we all miss out when they're gone.*
2. *The Village should support the existing High School system. Most residents know that a new public HS is not possible. Don't sweep the issue under the rug. Include success stories about Proviso West and PMSA students in local news. Too many families go outside the system to pay for education that they cannot really afford. If the Village shows its support of the system, the residents will do the same.*
3. *The private High school is so expensive. This issue needs to be a top priority. There are no choices for people who can't afford tuition. Get with the program and solve this issue. What will eventually happen is that people will move to better school districts.*
4. *Getting the community more involved in the public schools. This doesn't necessarily mean increase property taxes to fund the schools, but rather, have the Village encourage more public involvement in the schools - tutoring, fund raising, etc. Little stuff that can make a big difference.*
5. *New high school.*

Parks and Open Space

1. *We have a fairly good number of parks, but once again the areas are kind of "blah." It's like people put in landscaping of sorts (some trees, a few bushes) and then lost interest. I don't mean the staff neglects the landscaping. No, they are, I'm sure, good people who do trim branches, water bushes, and so forth. However, there's no real class to it all. Where are the mounds of perennial flowers and some colorful annuals set around outside our rec centers and so forth? Maybe a nice decorative wall in front of some of the public bldgs. Very like that one in front of Village Hall? Of course, as I said earlier, don't just plop a planter w/fake, non-seasonal flowers on top of it, for God's sake. Decorate around it, adding a few spotlights and real plants for 3 seasons and maybe some fake holly in planters*

for winter. We can do this. How about a gazebo or two? We have room for those--one on Mannheim and Cermak would be nice as that area is really showing improvement and one or two in the big park near the pool. These touches add class to our town, showing our effort and our love for the community we live in. When we see this beauty, we're proud. When others see this beauty, they may think, "Wow, I'd like to live here!"

- 2. Seek federal funds and other resources to buy houses in floodplain and turn this area into a greenway. This will reduce flood damage claims that are sure to occur again in the future.*
- 3. Please do not pursue opportunities to build detention in the Forest Preserve areas. Flood prevention in Westchester should occur within the boundaries of the village, not conservation areas.*
- 4. Another/bigger Skate Park.*

Beautification

- 1. Spiff up public areas w/colorful plants and other landscaping. Our post office looks extremely drab outside. Planter atop the lovely village stone wall pictured needs something else--not fake plants in winter! Change the top area seasonally--yes, even w/fakes but appropriate fakes. Enforce property maintenance codes. When I walk around, I cannot tell you how many peeling, scruffy garage doors I see and houses/apts. w/peeling window paint. Oh, and that dreadful, boarded up 2-flat right on Mannheim where visitors pass by every day. Come on! We can do so much better. I'll even help if you post the need for such help in our local paper.*

Residential Areas

- 1. See my comments earlier about landscaping of common areas, around businesses, etc. Again, take a look around (good job for that code enforcement person but all residents should help) and make those people w/sloppy, deteriorating properties fix them up! Again, give cash awards and publicity to residents who have done some major rehabs by soliciting nominations for this honor.*

Streets and Streetscaping

- 1. In light of some concern of present burglaries/rise in crime- it would be nice to have more/or/better lighting on the streets and questionable dark areas of town. I feel a ton of improvements have been made with the change in board members over the years.*
- 2. I'm sorry but communities that are not as upscale as the Village have better streets. There are a lot of issues with pot holes.*
- 3. Please fix the roads here ASAP. It's turning into a slum road. Brings down property values further and is hard on our cars.*

Public Transit and Accessibility

- 1. Extend the Blue Line to Westchester.*

Wolf Road Prairie

- 1. It's one of our greatest assets and yet it just sits there, sort of neglected. Why don't we have clubs take tours? Why don't we finish that prairie visitors' center? Gosh, I was there 2 1/2 yrs. ago and then again recently, and the place looks almost the same as it did before! I do love that the educ. center on site seems to be done, but the rest is literally a wreck. Let's get going on that and FINISH*

IT, for heaven's sake. We could then have schools from out of the area tour it (great publicity) and local kids do their social service hours there, acting as guides (w/adult supervision, of course). If the place were FINISHED, we could also have events inside, every season. Christmas programs, fall harvesting, indoor cooking demos. of pioneer cooking, etc. What fun! How many suburbs have a prairie and an original house from early days? We really need to use it much, much more.

Others Comments

- 1. Control of excessive village employee wages and benefits. Like the state, we cannot keep spending like drunken sailors in port. Nor can we keep increasing taxes, it frightens me when I see how much tax I pay for every utility alone.*
- 2. Westchester is really disjointed. We need a place to bring together the eastern half with the western and southern half.*
- 3. I have lived in Westchester all my life...42yrs old now and would like to keep my Westchester town looking.*
- 4. Colleges*
- 5. Neighborhood watch.*

General comments users left during MetroQuest Phase 2

Restaurants and Shopping

- 1. Restaurants and shopping in a walkable community are needed for a vibrant community. All the cemeteries surrounding us and lack of people has given us the title of "deadchester" one of these things we can control. Give people something to leave their homes for.*
- 2. Nice restaurants that are kid friendly but also have more adult options. A sports bar/restaurant would also be great. We are always leaving Westchester to find this type of facility.*
- 3. Any way there could be a downtown section in Westchester?*

High School

- 1. This is an uphill battle that requires a lot of time, effort and resources and with all of that no one wants to take on the task. Without a better education residents have no options and every other priority is just not important...as a resident with children I don't care about any other priority except the high school because why should I when I know I'm never going to stay here? I need to move where my child's education is taken seriously and the options are truly options.*
- 2. This is the main reason people move from this community. Proviso West was a great school, now it is not, anything and everything should be done by the Village President and the rest of the community to do something about this. We deserve our own good school. Proviso West has been on probation for at least 2 years. It should be shut down. Our kids deserve to go to a good school.*
- 3. Proviso is a lost cause. We need to try to improve the things in this town that we can control and hope that translates into a better school later.*
- 4. Let's face it, people don't move here for the schools!*

Parks and Open Space

1. *Many of these "priorities" are saying the same things in different manner. Most though revolve around physical appearance of the town in general, and many of those priorities emphasize natural beauty. I hope this is seen as "the" priority and not overshadowed by one or other choices that are more individualized. I choose P&R as best describing, but consider those that deal with keeping and reverting back to the natural beauty of the town. Allow only simple, earth-toned construction to build sales-related infrastructure.*
2. *I think we have a fair number of parks. Maybe they need sprucing up though.*

Beautification

1. *Proposed billboards DO NOT add to the beautification of the town. Again, it makes us look cheap. Uniform signage will make us look better. Also, PLEASE take those plastic flowers off the Westchester wall in front of the Village Hall. Removing trash, painting rusty railroad bridges, and removing weeds growing between cracks in sidewalks would help. Maybe code enforcement could get involved in how unkempt some people's homes appear. Many of these places are dragging down already low home values. Making the village look more cared for on major streets will go a long way towards improving our appearance. If I don't like seeing these things, chances are potential buyers driving through our town don't either.*
2. *We need to look at other surrounding communities. Our signage is not very attractive nor inviting.*

Commercial Areas:

1. *Developing commercial areas would generate tax revenue that can be used to deal with other issues.*

Residential Areas

1. *Again, code enforcement with regards to unkempt properties would help a lot. Westchester has many beautiful homes, but they need to be cared for. At the very least, maybe homes could be brought up to code before they are sold.*

Streets and Streetscaping

1. *Maybe we can get rid of all the plastic flowers!! Just a suggestion, it makes us look cheap. In their place, maybe we could have coordinated planters (with real plants), trash cans and benches without advertising.*
2. *I would like to see the railroad bridge over Roosevelt and Westchester be painted.*

Flooding

1. *Home prices will be negatively affected village wide if flooding isn't under control. Westchester will become a poorer area if infrastructure isn't updated. "Patching" streets doesn't count as a long term solution. It is aesthetically displeasing!!*

Wolf Road Prairie

1. *Wolf Road Prairie State Nature Preserve is a world class natural area which, along with the associated Franzosenbusch Prairie House, has the potential to provide decades of essential natural and human history as well as conservation knowledge.*

2. *Energy efficient clean transportation will be essential for the future. Westchester should support it.*
3. *This is a one-of-a-kind prairie. There are plants and birds that you cannot see anywhere else easily. People will come to Westchester this fact is aggressively publicized*
4. *We need a new motto -- "Westchester, the prairie town"*
5. *I really don't understand the whole "prairie thing" but whatever.*

Suggest another priority:

1. *Can we have a real library like other towns surrounding us have? It might be better located near a town center and not an obscure side street. It kind of "out of sight, out of mind."*
2. *Maybe we could tear up asphalt and plant grass in vacant lots. It just looks a lot better than abandoned properties.*
3. *Produce store on Roosevelt road*
4. *Add Hickory Lane area to the preserve.*

Demographic Form comments

1. *Driving around town you are seeing more store closings. A public high school would be a welcome addition especially today's economy is preventing parents from sending their children to a private school.*
2. *32 year resident who feels that Westchester is a great community, but a community that needs to concentrate on improving itself before we lose the desirability factor. Especially to young people!*
3. *Mannheim is our town's main street. When other people from other towns are coming in off the highway, the first thing they see is a rundown street. It doesn't represent Westchester in the right way.*
4. *Hello, I want a nice and better Westchester. I like it very much but people need things to do. A nice restaurant, movie theaters, and some nice shopping stores would be great. Thank you very much.*
5. *I moved here for the park I live near. That park is now less a park than more so. I love sports, but the parks (and the entire landscape of the town in my opinion) need to enhance Nature's beauty, not a cheap grandstand (or the like). Do it right or don't do it.*
6. *Work at a private school in town and concerned about the long term future of Westchester.*
7. *I think that we should re-make St. Joseph high school*

Open House

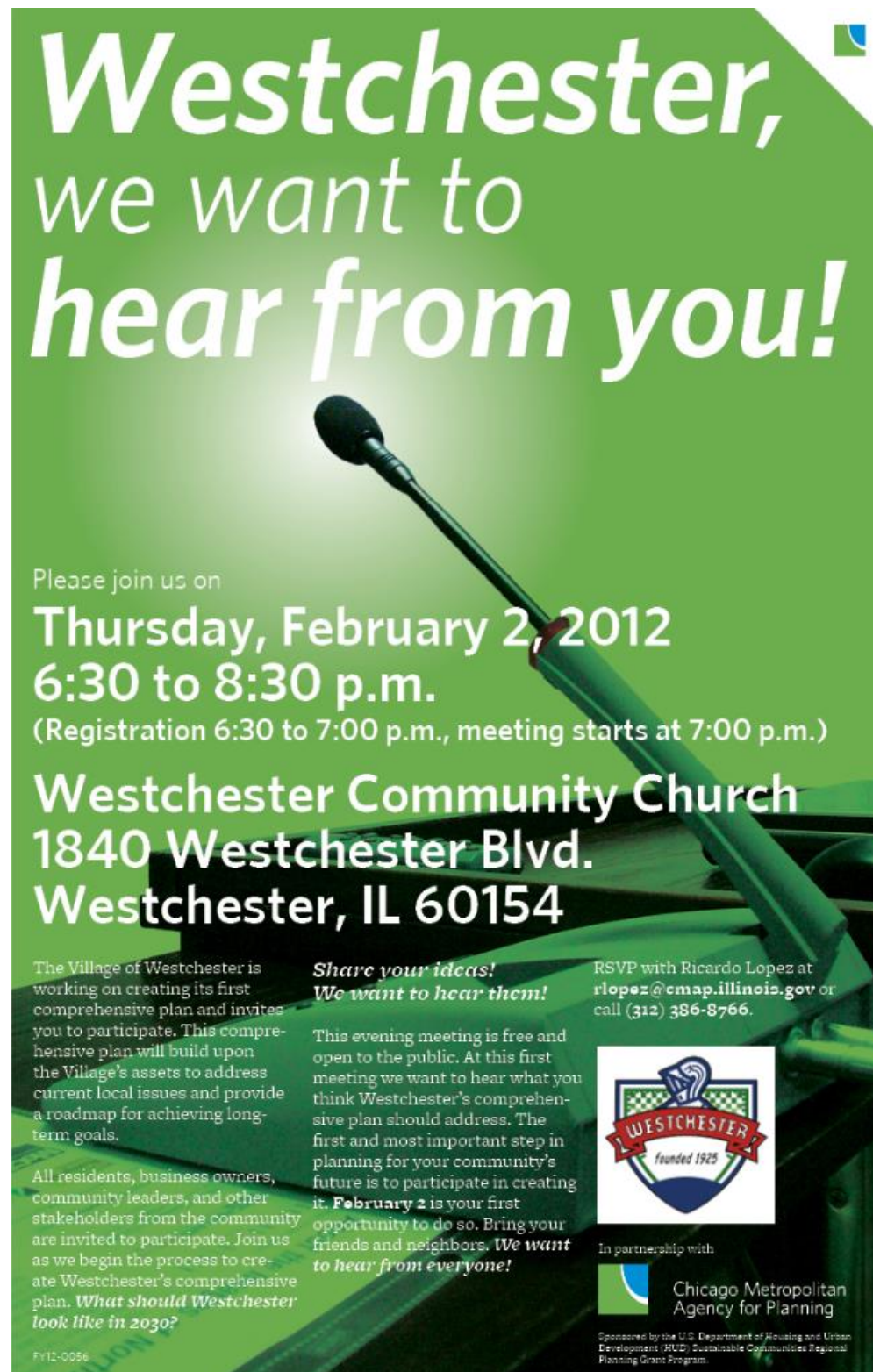
On July 16, 2013, a public open house to present the draft of the Village of Westchester Comprehensive Plan was held at the Westchester Community Church with approximately 36 people in attendance. No formal presentation was given; rather, community members were invited to stop by at any point during the open house to review the posters summarizing the main components of the plan and use comment forms to explain what they liked and did not like about the plan. The plan figures and illustrations were organized on three large posters, presenting Project Information and the Comprehensive Planning Process; proposed Land Use Classifications; goals and key recommendations for Residential and Commercial areas, Transportation Improvements, and the Natural Environment. Several full copies of the draft Plan were also available for attendees to review in more detail. Representatives from the Village as well as CMAP staff were on hand to answer questions.

In general, residents were satisfied with the draft Comprehensive Plan. Most of the comments were supportive in nature and called for details that were already in the Plan but couldn't be summarized in the poster boards. As has been the case throughout the planning process, there was great support for preservation and enhancement of Wolf Road Prairie, and improving how people travel in Westchester. Contributors reinforced the importance of revitalized and attractive commercial corridors consistent of businesses that enhance community character, meet residents' needs, and attract visitors from around the region. Participants were enthusiastic about the proposed trail network to connect parks and open space areas in Westchester, and proposed goal to become a livable community that offers a variety of housing options that meet the needs of the community's diverse population. Many of the comments received during the open house had already been integrated in some form or fashion into the Comprehensive Plan narrative. The feedback allowed staff the opportunity to ensure that topics of particular concern were properly emphasized in the document. Staff reviewed each comment and made a number of changes to add clarity or content to the Comprehensive Plan.

Public Outreach Materials

The following outreach materials were created by CMAP staff prior to public meetings and workshops. English and Spanish Flyers and posters were distributed around the community, primarily around destinations such as Village Hall, Westchester Public Library, Park District facilities, churches and businesses along commercial areas.

Figure 9: Meeting One: Kick-off Flyer

The flyer has a green background with a close-up image of a microphone. The main headline is in large white text. The date and time are in bold white text. The location is in white text. There are three columns of smaller text at the bottom. A logo for Westchester is in the bottom right, along with partner and sponsor information.

Westchester, we want to hear from you!

Please join us on
Thursday, February 2, 2012
6:30 to 8:30 p.m.
(Registration 6:30 to 7:00 p.m., meeting starts at 7:00 p.m.)

Westchester Community Church
1840 Westchester Blvd.
Westchester, IL 60154


The Village of Westchester is working on creating its first comprehensive plan and invites you to participate. This comprehensive plan will build upon the Village's assets to address current local issues and provide a roadmap for achieving long-term goals.

All residents, business owners, community leaders, and other stakeholders from the community are invited to participate. Join us as we begin the process to create Westchester's comprehensive plan. *What should Westchester look like in 2030?*


Share your ideas!
We want to hear them!

This evening meeting is free and open to the public. At this first meeting we want to hear what you think Westchester's comprehensive plan should address. The first and most important step in planning for your community's future is to participate in creating it. **February 2** is your first opportunity to do so. Bring your friends and neighbors. *We want to hear from everyone!*

RSVP with Ricardo Lopez at rlopez@cmap.illinois.gov or call (312) 386-8766.



In partnership with



Chicago Metropolitan
Agency for Planning

Sponsored by the U.S. Department of Housing and Urban Development (HUD) Sustainable Communities Regional Planning Grant Program.

FV12-0056

Figure 10: Meeting Two: Visioning Workshop Flyer



WESTCHESTER
Your vision... Your community...
Time for action!

Westchester is moving forward with the creation of its comprehensive plan, which will help guide development and decision-making in the village for years to come. Now it is time to build upon the success of the initial public meeting in February, when participants helped define community values and identified key issues and opportunities in Westchester.

Please join us on **Wednesday, May 30** for the next step in creating Westchester's comprehensive plan, the Visioning Workshop. This workshop is designed to help determine how Westchester will look in 2030. The public meeting is an opportunity for residents, business owners, and community members to leave a legacy for future generations.

Please join us, and spread the word about the May 30th meeting with your family, friends, and neighbors! Light refreshments will be served.

Visit www.cmap.illinois.gov/westchester for more information. RSVP with Ricardo Lopez at rlopez@cmap.illinois.gov or call (312) 386-8766.

Please join us on
Wednesday, May 30, 2012
6:30 to 8:30 p.m.
(Sign-in begins at 6:00 p.m.)

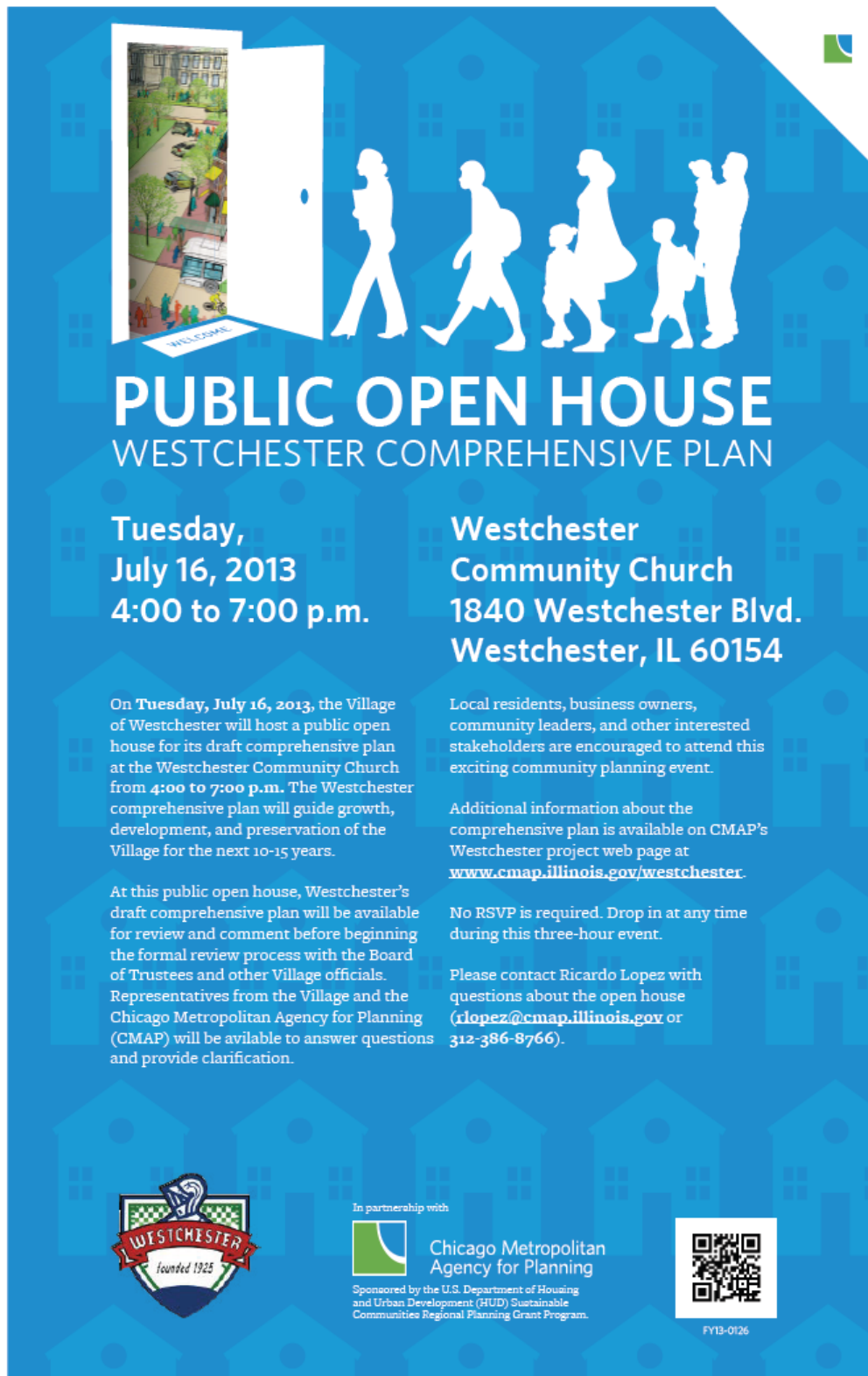
Westchester
Community Church
1840 Westchester Blvd
Westchester, Illinois 60154

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Sponsored by the U.S. Department of Housing and Urban Development (HUD) Reinvestment Communities Regional Planning Grant Program



FY12-0105

Figure 11: Meeting Three: Open House Flyer



PUBLIC OPEN HOUSE
WESTCHESTER COMPREHENSIVE PLAN

**Tuesday,
July 16, 2013
4:00 to 7:00 p.m.**

**Westchester
Community Church
1840 Westchester Blvd.
Westchester, IL 60154**

On **Tuesday, July 16, 2013**, the Village of Westchester will host a public open house for its draft comprehensive plan at the Westchester Community Church from **4:00 to 7:00 p.m.** The Westchester comprehensive plan will guide growth, development, and preservation of the Village for the next 10-15 years.

Local residents, business owners, community leaders, and other interested stakeholders are encouraged to attend this exciting community planning event.


At this public open house, Westchester's draft comprehensive plan will be available for review and comment before beginning the formal review process with the Board of Trustees and other Village officials. Representatives from the Village and the Chicago Metropolitan Agency for Planning (CMAP) will be available to answer questions and provide clarification.

Additional information about the comprehensive plan is available on CMAP's Westchester project web page at www.cmap.illinois.gov/westchester.


No RSVP is required. Drop in at any time during this three-hour event.


Please contact Ricardo Lopez with questions about the open house (rlopez@cmap.illinois.gov or 312-386-8766).

In partnership with

 **Chicago Metropolitan Agency for Planning**

Sponsored by the U.S. Department of Housing and Urban Development (HUD) Sustainable Communities Regional Planning Grant Program.

 **WESTCHESTER**
founded 1925



FY13-0126

Figure 12: MetroQuest Flyer



Attention Westchester!

We want to hear from you! If you missed the Comprehensive Plan's visioning meeting in May, it is not too late to participate.

Take this interactive online survey to share ideas on future planning in Westchester.

How would you like Westchester to look in 2030? Share your ideas! We want to hear them!

To participate, visit:

westchester.metroquest.com

For more information, contact Ricardo Lopez (rlopez@cmap.illinois.gov or call 312-386-8766).



Additional outreach materials

The following worksheet templates were used by CMAP outreach staff at the beginning of every LTA project, both to become better acquainted with the community and to ascertain what methods of public engagement will be most effective for the given project. The details gathered with this worksheet, along with additional research about the demographics and background of the community, form the basis of the PROUST strategy document.

Figure 13: Stakeholder Analysis Form



Chicago Metropolitan
Agency for Planning

233 South Wacker Drive
Suite 800
Chicago, Illinois 60606
312 454 0400
www.cmap.illinois.gov

Community Stakeholder Analysis Form

This form is to be used at the beginning of the public outreach strategy development process to identify key community stakeholders.

Community:

Project:

Identify stakeholders (individual or group)	Directly affected?	Position or what issues are most important?	Potential steering committee member?	Candidate for direct outreach (ex. membership org.)?	Notes about resources	Contact information

Figure 14: Public Participation Questionnaire



Chicago Metropolitan
Agency for Planning

233 South Wacker Drive
Suite 800
Chicago, Illinois 60606

312.454.0400
www.cmap.illinois.gov

Public Participation Questionnaire

The following questions will assist the Chicago Metropolitan Agency for Planning (CMAP) in understanding community dynamics and past public engagement efforts. This information will be used to develop a customized public participation strategy for this project. Ideally this form will be completed during a discussion with local staff to ensure staff has a complete understanding of each answer.

Community:

Address:

Primary contact
(including title):

Email:

Phone:

Website:

General Questions

1. What are some examples of community participation that have occurred to date and relate to this project (and how was such feedback incorporated into your planning activities)?
2. Please describe a typical public meeting in your community. Have there been any successful approaches or challenges to engaging community residents?
3. Please describe your priority audience and any specific goals when presenting community plans.
4. What tools do you currently use to engage your community (ex. paper survey, online survey)?
5. Are there any "hot button" topics that tend to galvanize residents and get people to events in your community?
6. Please describe your typical methods for advertising community meetings (ex. newsletters, water bill notices, library bulletin board, social media).
7. Do you have a media contact for press releases
8. Will we want to distribute materials in languages other than English?
9. Is your community tech-savvy and computer-literate?
10. Should we post event information on your municipal website; if so who is the IT contact person?

Logistics

1. Please list three ideal community locations for public meetings:
 - a.
 - b.
 - c.
2. What are the A/V capabilities of these venues?
 - a. Computer
 - b. Projector
 - c. Screen or blank walls to project onto
3. When are the preferred days and times of day to hold a public meeting in your community?
 - a. Weekday evening (circle) – M T W Th F
 - b. Weekend (circle) – Sat / Sun
 - c. Time
 - ☐ Morning (9 a.m. – 11 a.m.)
 - ☐ Mid-day (11 a.m. – 1 p.m.)
 - ☐ Afternoon (1 p.m. – 5 p.m.)
 - ☐ Evening (6 p.m. – 9 p.m.)
 - ☐ Other (please specify)
4. Are there any scheduled community events in the coming months that we should know about to coordinate public participation efforts?